

ORIGINAL CASE

DOCKET:1153

*John \$*



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) Dwight A Merriman  
Kevin O'Connor

Title : METHOD AND APPARATUS FOR AUTOMATIC PLACEMENT OF ADVERTISING

Serial no: 09/094949

Filed: 06/15/98

Examiner:

Art Unit: 2761

IMPORTANT: PLEASE NOTE

\*\*\*\*\*  
THIS PAPER AUTHORIZES THAT ANY ADD-  
ITIONAL FEE DUE MAY BE CHARGED TO  
THE DEPOSIT ACCOUNT GIVEN BELOW.

*Allen J. Guder* *July 15, 1998*  
signature

Commissioner of Patents and Trademarks  
Washington, D.C. 20231

Sir:-

Transmitted herewith for filing in reference to the above identified patent application are the following items.

- ☐ Specification consisting of pages.
- ☐ Drawings consisting of sheets, ☐ Formal ☐ Informal
- ☒ Assignment of invention to DoubleClick Inc..
- ☒ Declaration and Power of Attorney, 2 pages.
- ☒ Verified statement to establish small entity status
- ☒ Patent Office fees calculated as follows:

		EXTRA CLAIMS	
TOTAL CLAIMS:	61 - 20 X	\$ 22.00/ =	\$ 902.00
INDEPENDENT CLAIMS:	13 - 3 X	82.00 =	820.00

APPLICATION FILING FEE: \$ 790.00  
MISSING PARTS FEE: 65.00  
HALF DISCOUNT FOR SMALL ENTITY: YES  
ASSIGNMENT RECORDATION FEE: 40.00

TOTAL DUE \$ 1,361.00

- ☒ A check in the amount of \$ 1361.
- ☒ The Commissioner is hereby authorized to charge the above fee or any other fee due, or credit any overpayment to deposit account 10-0204.
- ☐ Disclosure statement and PTO-1449 enclosed.

Respectfully submitted,  
BY

Allan Jacobson  
ALLAN J. JACOBSON  
Attorney for Applicant  
Registration No. 29,079

DATED: July 15, 1998

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CERTIFICATE OF EXPRESS MAIL SERVICE - 37 CFR 1.10

Date of Deposit: \_\_\_\_\_

Express Mail Deposit Label No: \_\_\_\_\_

I hereby certify that the above identified paper or fee is being deposited in the United States Post Office on the date indicated above as "Express Mail Post Office to Addressee", and addressed to:  
Commissioner of Patents and Trademarks, Washington, D.C. 20231

Name of person mailing: \_\_\_\_\_

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Date of signature: \_\_\_\_\_

CERTIFICATE OF FIRST CLASS MAIL SERVICE - 37 CFR 1.8

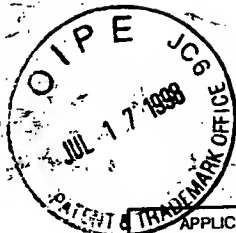
I hereby certify that the above identified paper or fee is being deposited in the United States Post Office on the date indicated above as first class mail addressed to: Commissioner of Patents and Trademarks, Washington, D.C. 20231 on

Date of Deposit: July 15, 1998

Name of person mailing: Allan Jacobson

Signature of person mailing: Allan Jacobson

Date of signature: July 15, 1998



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
Address: COMMISSIONER OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NO./TITLE
4,949	06/15/98	MERRIMAN	1153

ALLAN J JACOBSON  
12310 SUMMIT SQUARE CENTER  
ROUTE 413 & DOUBLEWOODS ROAD  
LANGHORNE PA 19047

0242/0707

NOT ASSIGNED

2761

DATE MAILED:

07/07/98

### NOTICE TO FILE MISSING PARTS OF APPLICATION

*Filing Date Granted*

An Application Number and Filing Date have been assigned to this application. The items indicated below, however, are missing. Applicant is given TWO MONTHS FROM THE DATE OF THIS NOTICE within which to file all required items and pay fees required below to avoid abandonment. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a). If any of items 1 or 3 through 5 are indicated as missing, the SURCHARGE set forth in 37 CFR 1.16(e) of ☐ \$65.00 for a small entity in compliance with 37 CFR 1.27, or ☒ \$130.00 for a non-small entity, must also be timely submitted in reply to this NOTICE to avoid abandonment.

If all required items on this form are filed within the period set above, the total amount owed by applicant as a ☐ small entity (statement filed) ☒ non-small entity is \$ 2649.-

☒ 1. The statutory basic filing fee is:

- ☒ missing.  
☐ insufficient.

Applicant must submit \$ 6-6-48.- to complete the basic filing fee and/or file a small entity statement claiming such status (37 CFR 1.27).

☒ 2. Additional claim fees of \$ 1722.- including any multiple dependent claim fees, are required.

\$ 800.- for 40 independent claims over 3.

\$ 902.- for 41 dependent claims over 20.

\$          for multiple dependent claim surcharge.

Applicant must either submit the additional claim fees or cancel additional claims for which fees are due.

☒ 3. The oath or declaration:

- ☒ is missing or unexecuted.  
☐ does not cover the newly submitted items.  
☐ does not identify the application to which it applies.  
☐ does not include the city and state or foreign country of applicant's residence.

An oath or declaration in compliance with 37 CFR 1.63, including residence information and identifying the application by the above Application Number and Filing Date is required.

☐ 4. The signature(s) to the oath or declaration is/are by a person other than inventor or person qualified under 37 CFR 1.42, 1.43 or 1.47.

A properly signed oath or declaration in compliance with 37 CFR 1.63, identifying the application by the above Application Number and Filing Date, is required.

☐ 5. The signature of the following joint inventor(s) is missing from the oath or declaration:

An oath or declaration in compliance with 37 CFR 1.63 listing the names of all inventors and signed by the omitted inventor(s), identifying this application by the above Application Number and Filing Date, is required.

☐ 6. A \$50.00 processing fee is required since your check was returned without payment (37 CFR 1.21(m)).

☐ 7. Your filing receipt was mailed in error because your check was returned without payment.

☐ 8. The application does not comply with the Sequence Rules.

01 FC:201 See attached "Notice to Comply with Sequence Rules 37 CFR 1.821-1.825."

02 FC:203 OTHER: 451.00 OP

03 FC:202 410.00 OP

04 FC:205 Effect the reply and any questions about this notice to "Attention: Box Missing Parts."

**A copy of this notice MUST be returned with the reply.**